



ENERGY STAR Award for Excellence in Energy Efficiency and Environmental Education

The California Investor-Owned Utilities

Pacific Gas & Electric Company
San Francisco, California



San Diego Gas & Electric
San Diego, California



Southern California Edison Company
Rosemead, California



Southern California Gas Company
Los Angeles, California



Building on outstanding achievements in 2002 and 2003, California's four investor-owned utilities (IOUs), Pacific Gas & Electric Company (PG&E), San Diego Gas & Electric (SDG&E), Southern California Edison Company (SCE), and Southern California Gas Company (SoCalGas), continued to jointly implement the California ENERGY STAR New Homes Program with even greater results. Through advertising campaigns and outreach to builders, the partners helped nearly 75,000 homes receive the ENERGY STAR label in California. And as a result of the 2004 effort, close to 24,000 new ENERGY STAR homes will be built in California over the next 2 years. The 2004 efforts included a joint advertising campaign reaching an audience of nearly 50,000 professionals in the building industry; targeted point-of-sale marketing materials including table tents, site flags, lawn signs, window decals, consumer brochures, recognition certificates, consumer advertisements, and direct mail brochures; promotion of ENERGY STAR on the utilities' Internet sites; statewide identical program applications, a statewide builder and industry brochure, and localized outreach events and trade show participation featuring ENERGY STAR. All four of the utilities offer training and education programs targeting consumers and the design, construction, and building community. In addition, the California ENERGY STAR New Homes Program has contributed to market transformation in other ways, like strengthening the Home Energy Rating System (HERS) infrastructure in California, which is critical to the continued success of the program. As a result of the utilities' efforts, large national production homebuilders have embraced ENERGY STAR, in some cases as the standard for new home building in California, as have housing authorities, low-income builders, and apartment developers.



CenterPoint Energy

Houston, Texas



CenterPoint Energy is successfully building consumer awareness and demand for ENERGY STAR qualified homes, while also increasing the building industry's willingness and ability to construct ENERGY STAR qualified homes around Houston, TX. Since its inception 4 years ago, the CenterPoint program has worked closely with consumers, realtors, and builders to ensure that they understand the value associated with ENERGY STAR qualified homes. The number of qualified homes in CenterPoint's program grew from 1,400 in 2001 to more than 13,000 in 2004. Exemplary efforts in 2004 include CenterPoint's extensive outreach campaign highlighting the value of ENERGY STAR. The campaign included a television commercial, outdoor billboards, radio and newsprint coverage, participation in home shows, Web site content, and consumer education sessions. In addition, CenterPoint's realtor outreach included cosponsoring a continuing education course for Houston realtors that explains the value of ENERGY STAR to assist them in selling new homes. CenterPoint also regularly conducts training for and reaches out to builder sales staffs and home energy raters. In 2004 CenterPoint found that more homes were labeled ENERGY STAR than incentives were paid out, reflecting the value consumers and others now place on energy efficiency.

MidAmerican Energy Company

Des Moines, Iowa



MidAmerican Energy Company embraced ENERGY STAR in 2000 to promote energy efficiency in residential new construction in Iowa, working with production builders within its service territory. MidAmerican certified an estimated 2,900 ENERGY STAR qualified homes in 2004, up from 870 in 2000. MidAmerican promotes ENERGY STAR through a variety of marketing venues, including participation in local home builders' associations and advertising in local newspapers, guides, and specialized home magazines. The company incorporates the ENERGY STAR logo on certificates, Web site content, brochures, and bill inserts. MidAmerican recognizes three regional builders annually with Builder of the Year awards. According to MidAmerican, its ENERGY STAR homes initiative "increases the knowledge level of the homebuyer and increases homebuyers' expectations of the new construction market to improve building practices, even in non-participating homes. The new construction standard bar has been raised for this current building boom in Iowa to the benefit of all homebuyers and builders."



TXU Electric Delivery

Dallas, Texas

TXU Electric Delivery is being recognized for its comprehensive efforts in transforming the Dallas new construction market to ENERGY STAR. In 2004 TXU expanded to 54 homebuilders and delivered more than 14,000 new ENERGY STAR qualified homes, bringing the total to more than 34,000. Key to this success is the company's emphasis on increasing local consumer awareness of the value of ENERGY STAR homes. Through a partnership with participating homebuilders, TXU conducted a multimillion dollar outreach campaign in 2004. Highlights of the campaign include working with a national retailer to host the Home Zone, an educational event in multiple Texas stores; sponsoring the Player of the League as part of a marketing plan with the Texas Rangers baseball team and presenting ENERGY STAR Outstanding Achievement Awards to recipients before a Rangers game; joining efforts with Fannie Mae to promote financing for energy-efficient homes; and collaborating with the Texas Association of Builders to cosponsor the Excellence in Energy Performance Award. In addition, TXU Electric Delivery educated each homebuilder's sales staff, as well as area realtors and home energy raters, so they can effectively convey the value of ENERGY STAR qualified homes.



Governor Robert L. Ehrlich, Jr. and the Maryland Energy Administration

Annapolis, Maryland

In January 2004 Governor Robert L. Ehrlich, Jr. and the Maryland Energy Administration (MEA) launched the Maryland ENERGY STAR Program to promote energy efficiency throughout the state. The Program will educate consumers, retailers, and manufacturers about the benefits of energy efficiency by purchasing ENERGY STAR qualified products and homes. As a major initiative, the program has a cooperative advertising campaign with Maryland ENERGY STAR homebuilders. The campaign includes a television commercial featuring Maryland Governor Robert L. Ehrlich, Jr. and print advertising. MEA also encourages builders to build to ENERGY STAR levels by offering a free analysis of home plans and free ENERGY STAR verification. MEA also published a Residential New Construction Field Guide, instituted a series of builder training courses, and established a partnership with Arundel Habitat for Humanity to demonstrate that construction techniques for ENERGY STAR homes can be applied at all price points in new home construction. Together these approaches have helped Maryland improve the efficiency of new homes built in the state.





The Northeast ENERGY STAR Lighting and Appliance Initiative Members:

Cape Light Compact, Connecticut Light & Power, Efficiency Vermont,
The Long Island Power Authority, Massachusetts Electric Company,
Nantucket Electric Company, Narragansett Electric Company, NSTAR Electric,
The United Illuminating Company, Unitil, and Western Massachusetts Electric Company

Lexington, Massachusetts

Northeast Energy Efficiency Partnerships, Inc.



**Connecticut
Light & Power**

The Northeast Utilities System



Massachusetts Electric

A National Grid Company



Nantucket Electric

A National Grid Company



Narragansett Electric

A National Grid Company



The United Illuminating Company



**Western Massachusetts
Electric**

The Northeast Utilities System

In 2004, the Northeast ENERGY STAR Lighting and Appliance Initiative members working through the Northeast Energy Efficiency Partnerships (NEEP) continued their outstanding collaborative effort to promote ENERGY STAR qualified lighting and appliances throughout the region, with the ultimate goal of increasing market share for these products. Strategies include consumer education, market actor partnerships, retail partner education and product incentives. Lighting promotions leveraged \$10 million in manufacturer discounts and a half a million dollars in industry marketing to sell more than 3 million ENERGY STAR qualified products. Similarly, appliance promotions leveraged \$500,000 in manufacturer promotions and resulted in 12,000 efficient appliances being sold. This year, the sponsors also supported radio and newspaper advertising featuring Steve Thomas, television's renovation and design expert in Massachusetts, Rhode Island, Vermont and Long Island, New York, including airtime during broadcasts of the New England Patriots football and Boston Red Sox baseball games. As a result of these efforts, participating NEEP sponsors saw the market share of ENERGY STAR qualifying clothes washers increase from 32 to 48 percent in 2004.



New Jersey Board of Public Utilities, Office of Clean Energy

Newark, New Jersey

New Jersey has long recognized the benefits of leveraging resources when it comes to delivering its energy efficiency and renewables program. The New Jersey Board of Public Utilities, Office of Clean Energy has incorporated ENERGY STAR tools and strategies since the inception of its residential products program, which encourages consumers to purchase and suppliers to promote ENERGY STAR qualified lighting, appliances, windows, and programmable thermostats. The New Jersey Clean Energy Program educates consumers, retailers, builders, contractors, and manufacturers through a variety of product-driven promotions. Through participation in the ENERGY STAR “Change a Light, Change the World” and appliance campaigns, as well as the state’s room air conditioner promotion, New Jersey engaged nearly 2,000 retailers and leveraged \$2.1 million in manufacturer promotions. Most importantly, the state estimates that its 2004 program activities will reduce air pollution by 60,000 tons of carbon dioxide and save the state of New Jersey 78 million kWh of electricity. Consumers that participated in New Jersey’s Clean Energy Program will cumulatively save more than \$7 million on energy bills.

